

Beach Volleyball Tournament Sponsorship Proposal

Location Due West College (Beach Volleyball Court)

1. Title Sponsor: United States Postal Service (USPS)

Reason for Sponsorship: USPS's national presence and commitment to community engagement make it an ideal Title Sponsor. This level of sponsorship aligns with its marketing goals and offers significant exposure.

Benefits to Event: Estimated sponsorship contribution of \$1,000 to \$1,500. This funding will support event logistics and marketing, contributing significantly to the \$3,000 goal.

Benefits for USPS:

Direct Benefits: Enhanced brand visibility through event materials and digital platforms, and opportunities for targeted customer engagement activities.

Associative Benefits: Association with a community-centric event enhances USPS's public service image, reinforcing its role in connecting communities.

Alignment: The comprehensive exposure and community goodwill generated match USPS's significant financial contribution, reflecting its status as Title Sponsor and aligning with its broader marketing and CSR goals.

2. Presenting Sponsor: ALDI

Reason for Sponsorship: ALDI's focus on affordability and community involvement makes it a fitting Presenting Sponsor, offering an opportunity to connect with budget-conscious consumers.

Benefits to Event: A mix of cash and VIK, specifically in supplying food and beverages, valued at \$500 to \$750.

Benefits for ALDI:

Direct Benefits: Opportunities for product display, tastings, and promotions directly to consumers, leveraging the event to highlight ALDI's value proposition.

Associative Benefits: Reinforcing ALDI's community-friendly brand image through association with a healthful, family-oriented event.

Alignment: The mix of direct product engagement and the positive brand association effectively utilizes ALDI's cash and VIK contributions, providing tangible marketing and community engagement benefits.

3. Category Exclusive Sponsor: Publix

Reason for Sponsorship: Publix's reputation for quality and community engagement positions it as the exclusive food and beverage sponsor, enhancing the attendee experience.

Benefits to Event: VIK in the form of food supplies, estimated at \$500 to \$750, plus potential additional cash sponsorship.

Benefits for Publix:

Direct Benefits: Exclusive rights to showcase Publix's products, offering tastings and promotions, directly engaging with event attendees.

Associative Benefits: Strengthening Publix's community ties and enhancing its reputation as a supporter of local events and wellness initiatives.

Alignment: The exclusivity and direct engagement with attendees leverage Publix's VIK contributions, aligning with its marketing objectives and community engagement strategy.

4. Nonexclusive and Official Supplier: Shipwreck Bar and Grill

Reason for Sponsorship: As a local business, Shipwreck Bar and Grill can enhance the event's local flavor and authenticity, offering a unique dining experience.

Benefits to Event: VIK through catering services, estimated at \$250 to \$500, adding value to the event and attendee experience.

Benefits for Shipwreck Bar and Grill:

Direct Benefits: Direct exposure to local consumers through catering services, offering a platform to showcase their culinary offerings and hospitality.

Associative Benefits: Enhancing local reputation and community involvement by supporting a local event, fostering goodwill among the community members.

Alignment: The local brand exposure and community goodwill directly correlate with Shipwreck Bar and Grill's VIK contributions, supporting its objectives of local community engagement and brand enhancement.